

Eventbrite

How to Use Event Distribution
to Double Your Ticket Sales



Event distribution is one of the most effective — and most overlooked — strategies to boost ticket sales.

There are two key elements of event distribution. The first is raising awareness by getting your event on popular sites and apps where people spend their time online. The second is increasing the percentage of visitors who actually buy by selling tickets directly on those sites, without redirecting buyers to a ticketing page.

By distributing your event on sites where your target audience already spends time online — and converting them faster with a seamless checkout — you could double your ticket sales or registrations. Here's how.

Promote your event on the sites event-goers frequent

The first step to effective event promotion is to make sure your event is on the sites event-goers rely on to make plans. To sell more tickets, you need to engage probable buyers on their favourite sites and apps.

Most event-goers have go-to websites they rely on to make plans. In a survey of 3,000 urban event-goers in the US¹, well over half (64%) said they look to neighbourhood guides when searching for things to do. Many event-goers also turn to more targeted sites with personalised recommendations to discover events — Facebook Events, Bandsintown or Spotify for music fans, or Lanyrd for conference-goers.

It goes without saying that getting your event on those sites can drastically increase your reach and sales. Since these sites surface events to people based on their preferences, behaviours, and activities of their friends, you can reach the audience most likely to buy tickets. And on event discovery sites, you're catching their attention when they're actively searching for something to do — which means they're ready to buy.

You shouldn't have to do this work manually. Your ticketing or registration partner should help you get your event on all the top event listings sites. If you use Eventbrite, you can automatically [distribute your events](#) on discovery sites across the web. These include Spotify, Bandsintown, Songkick, Eventful, Google, and Facebook Events. Plus, you can track sales from these distribution sites on your Eventbrite dashboard, so you know which marketing channels to lean into.

¹ <https://www.eventbrite.com/blog/infographic-engaging-event-goers-in-sf-la-nyc-ds00/>

The most important sites and apps for event distribution

Your event distribution strategy is vital to your ticket sales. But how do you know which sites to prioritise? Here are some of the most important sites for your event distribution.



For consumer events

Site	Why it's important for event distribution	How you can maximise its power with Eventbrite
<u>Facebook</u>	<p>Marketing your event on Facebook is one of the most effective ways to get the word out and drive ticket sales — especially among impulse buyers who decide to join friends for a night out.</p> <p>In fact, Eventbrite organisers sell 10-20% of their tickets on average through social media, primarily driven through Facebook.</p> <p>No surprises there, since 550M people use Facebook Events every month — that's nearly half of all Facebook users.</p>	<p>Eventbrite is one of the only ticketing partners with an "Add to Facebook" tool to enable people to buy tickets without ever leaving your Facebook Event. This reduces buyer drop-off and maximises your conversion rate.</p> <p>Eventbrite organisers who make tickets available directly on Facebook drive 2X more sales and free registrations on average than those who redirect to their ticketing page.</p>

Google

For most events, **search can be expected to drive between 5-10% of ticket purchases or registrations**. And with Google's recent update, it will be much easier for searchers to discover events they weren't aware of before.

Relevant events now appear at the top of search results in a new format that highlights your event's name, date, location, and — most importantly — a link to your ticketing page for speedy ticket purchase.

If you use Eventbrite, you're one step ahead of the update. Google partnered with Eventbrite and a handful of other ticketing providers for their initial launch of event-specific search results. Now, when someone searches for something to do, your at-a-glance event details will show up in a skimmable list.

In addition to Google's new event discovery experience, Eventbrite has the highest SEO ranking of any ticketing provider, so your event listing will appear higher on Google's search results page.

Eventful

More than 15 million event-goers rely on Eventful to find events near them, from movies, concerts, and sports to family fun and nightlife.

Eventful automatically distributes Eventbrite events to Eventful's engaged audience of event-goers every week.



For concerts and music events

Spotify

Spotify's Concerts feature lets listeners know when their favourite artists are coming to town through in-app notifications and email alerts. They also recommend shows based on fans' listening behavior on the Concerts tab and artist pages, so you reach the people most likely to buy tickets to your shows.

Reach the most targeted fans where they spend the most time discovering new shows and sounds. If you host concerts or music festivals on Eventbrite, your shows will automatically be included in Spotify's Concerts listings, artist pages, in-app notifications, and email alerts.

Bandsintown

If you run a music venue or music festival, you already know that Bandsintown is where more than 30 million registered fans hunt for shows and tickets — especially on their phones.

In three simple steps, fans can find and purchase tickets to concerts or festivals sold on Eventbrite and retrieve their ticket, without ever leaving the Bandsintown app.

Bandsintown makes event recommendations based on a fans' taste in music (imported from Spotify, Apple Music, or Soundcloud), so you know your shows will reach the fans most likely to buy tickets.

This new, end-to-end checkout eliminates the redirect to your ticketing page, which can help you drastically increase your sales. Why? Because each additional step in a purchase flow can result in a 10% decrease in transactions.

Over 50% of our concert-goers frequently go to see artists they had never heard of before they discovered them on Bandsintown.

Songkick

Songkick allows music fans to organise and track their favourite bands, get concert alerts, and buy tickets.

If you use Eventbrite, your concerts will automatically be pulled into Songkick for distribution.

The most important sites and apps for event distribution

The next step to boost your promotional power is to sell your tickets or registrations directly on those discovery sites, instead of redirecting buyers to your ticketing site. Eliminating redirects reduces buyer drop-off and increases ticket sales.

Your ticketing or registration tech should push your events to potential attendees' favourite sites automatically, and enable on-the-spot purchases.

This “[distributed commerce](#)” model is innovative for ticketing today — but will soon be demanded by ticket buyers. Fans are already less likely to go directly to ticketing pages (and leave Facebook or Bandsintown in the process) in order to buy tickets, especially on mobile. Compared to 2016, the percentage of tickets bought on these distributed commerce sites has more than doubled.

It's important to offer buyers the most seamless purchase experience possible because most won't make it past the first step of checkout. They may abandon their order if the process is too tedious — or if they're redirected to your ticketing page and get distracted. This is especially true for people buying from mobile devices.

Don't underestimate the drastic effect this can have on your sales. Because buyers aren't redirected to a ticketing page, you'll convert more attendees faster. **Events with tickets available directly on Facebook drive 2X more ticket sales and free registrations on average than events that redirect to a ticketing page.**

With Eventbrite, you can enable event-goers to buy tickets directly on Facebook, Bandsintown, and Spotify, with more partners on the way.

2X

Events with tickets available directly on Facebook drive 2X more ticket sales and free registrations on average than events that redirect to a ticketing page.



“Distributed commerce” ticket purchases have more than doubled since 2016



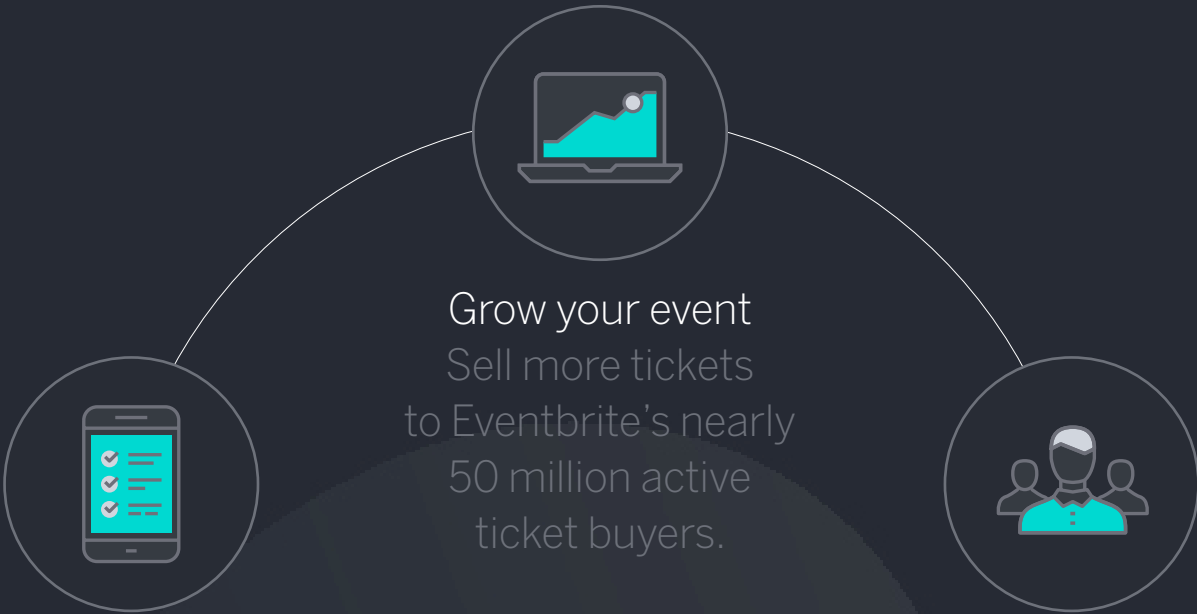
Food & drink, festival, and fair attendees are the fastest-growing segment of “distributed commerce” purchasers

Of course, event distribution is just one (very important) part of your event marketing strategy. Find out more ways you can boost your marketing efforts in [7 Strategies to Sell More With Your Ticketing & Registration Tech](#).

Eventbrite

Powering more than two million events each year.

Eventbrite is the world's leading event technology platform. Hundreds of thousands of organizers use Eventbrite to boost ticket sales, promote and manage events, handle on-site operations, and analyze results across multiple sales channels.



Simplify your planning
Promote, manage,
and analyze your event
from any device.

Impress your attendees
Delight with ease of
purchase, convenient
ticket access,
and speedier entry.

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